

December 14, 2016



Axalta Sponsors Rush Truck Centers' Tech Skills Rodeo in San Antonio, Texas

Finalists show their painting prowess in showdown for prizes and awards

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, is proud to sponsor the painting competition at Rush Truck Centers' 11th annual Tech Skills Rodeo, held this week at the Henry B. Gonzalez Convention Center in San Antonio, Texas. Axalta coatings experts will judge the rodeo's painting skills competition.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20161214006111/en/>



Rush Truck Center's Tech Skills Rodeo participant mixes an Axalta primer during the hands-on skills assessment. (Photo: Axalta)

Rush Truck Centers operates the largest network of commercial vehicle dealerships in North America and they use Axalta's Imron® Elite polyurethane products to repair and maintain their heavy-duty fleets. For the past several months, Rush Truck Centers' technicians from across the United States have prepared to qualify for the semi-final round of the Tech Skills Rodeo by completing a series of written tests.

Eligible technicians that advance to the rodeo will use Imron Elite products to paint and repair truck parts as a demonstration of their expertise.

“We are honored Axalta has joined Rush Truck Centers as a Platinum Sponsor for our 11th annual Tech Skills Rodeo,” said Mike McRoberts, Rush Enterprises Senior Vice President and Chief Operating Officer. “Axalta’s involvement in our rodeo helps honor our technicians, including those who work in our collision centers, for their great work and support to our customers. For more than 13 years we have been proud to offer Axalta’s tough and beautiful Imron finishes to our customers, as they have a proven track record of quality and durability.”

“Axalta and Rush Truck Centers work closely throughout the year to prepare their technicians and enhance their skill level,” said Marcelino Fernandez, Axalta National Fleet Manager. “We hold ‘Lunch and Learn’ training sessions to introduce new products and express the importance of following standard paint repair procedures to help ensure the highest quality maintenance is performed at Rush Truck Centers’ dealerships.”

Axalta coatings experts will select division winners and a grand champion based on a critical evaluation of the technicians’ knowledge from the written test assessments as well as their performances during the technical painting session. The competition closes with an awards dinner where the winners will be announced.

To learn more about Axalta Imron Elite and other commercial transportation products, visit axalta.us/transportation.

About Axalta Coating Systems – Celebrating 150 Years in the Coatings Industry

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colorful, beautiful and sustainable solutions. From light OEM vehicles, commercial vehicles and refinish applications to electric motors, buildings and pipelines, our coatings are designed to prevent corrosion, increase productivity and enable the materials we coat to last longer. With 150 years of experience in the coatings industry, the approximately 12,800 people of Axalta continue to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit axaltacoatingsystems.com and follow us @Axalta on [Twitter](#) and on [LinkedIn](#).

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Source: Axalta Coating Systems